

ESTTA Tracking number: **ESTTA485416**

Filing date: **07/25/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	ISI BRANDS INC.		
Entity	Corporation	Citizenship	Michigan
Address	3133 Orchard Vista Drive Grand Rapids, MI 49546 UNITED STATES		
Attorney information	Holly Pekowsky Amster, Rothstein & Ebenstein LLP 90 Park Avenue New York, NY 10016 UNITED STATES ptodocket@arelaw.com Phone:212-336-8000		

Applicant Information

Application No	85537640	Publication date	06/26/2012
Opposition Filing Date	07/25/2012	Opposition Period Ends	07/26/2012
Applicant	Endurance Evolution, Inc. PO Box 38836 Colorado Springs, CO 809378836 UNITED STATES		

Goods/Services Affected by Opposition


Class 005. All goods and services in the class are opposed, namely: Nutritional supplements for supporting athletic performance
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Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	4029039	Application Date	09/17/2007
Registration Date	09/20/2011	Foreign Priority Date	NONE
Word Mark	ENDURANCE FUEL		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 032. First use: First Use: 2008/08/00 First Use In Commerce: 2008/08/00 Water, namely, flavored water and energy drinks

U.S. Registration No.	3581587	Application Date	09/17/2007
Registration Date	02/24/2009	Foreign Priority Date	NONE
Word Mark	ENDURANCE FUEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 005. First use: First Use: 2007/12/12 First Use In Commerce: 2007/12/12 Nutritional and dietary supplements		

Attachments	77281218#TMSN.jpeg (1 page)(bytes) 77975974#TMSN.jpeg (1 page)(bytes) Notice of Opposition.pdf (52 pages)(1336187 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Overnight Courier on this date.

Signature	/Holly Pekowsky/
Name	Holly Pekowsky
Date	07/25/2012

UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of

*Application Serial No. 85/537,640
of Endurance Evolution, Inc. d/b/a Endurofuels
for the mark ENDUROFUELS
Filed on February 8, 2012
Published for Opposition on June 26, 2012
Class Opposed: 5*

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ISI BRANDS INC.,	:
	:
Opposer,	:
	:
v.	: NOTICE OF OPPOSITION
	:
ENDURANCE EVOLUTION, INC. D/B/A	:
ENDUROFUELS,	:
	:
Applicant.	:

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1. On information and belief, Applicant Endurance Evolution, Inc. d/b/a Endurofuels (“Applicant”) is a Colorado Corporation with a mailing address at PO Box 38836, Colorado Springs, CO 80937-8836.

2. Applicant is the owner of Application Serial No. 85/537,640 for the mark ENDUROFUELS (the “Accused Mark”) for nutritional supplements for supporting athletic performance in International Class 5 (the “Accused Application”). The Accused Application was filed based on intent-to-use on February 8, 2012.

3. Since at least 1985, ISI Brands Inc. (“Opposer”), and its predecessor-in-interest, have been engaged in the manufacture and sale of a complete line of vitamins, minerals, dietary and nutritional supplements, food, and candy bars, and drinks which are sold either directly or through distributors to retail chains, health food stores, gyms, health clubs and other

establishments for ultimate sale to an individual consumer under the ISI's [] FUEL Marks (as hereinafter defined).

4. Opposer and its predecessor-in-interest has, over a period of nearly twenty-five (25) years, since at least as early as August 1985, used in its business a growing series of marks which can be described as generally containing at least two words, the first of which connotes a health or nutrition benefit or nutritional ingredients or consists of a quality or strength related term; and the second of which consists of the term FUEL. These marks are inherently distinctive individually and the "family" of these marks employing the term FUEL is inherently distinctive as a whole. (ISI's family of marks will be referred to as "ISI's [] FUEL Marks" or "Opposer's [] FUEL Marks").

5. Opposer's [] FUEL Marks include the well known mark ENDURANCE FUEL, which is used in connection with dietary supplements and flavored water and energy drinks (collectively, the "ENDURANCE FUEL Mark"). The ENDURANCE FUEL Mark has been in use for over four years, since 2007, well before Applicant filed the Accused Application on an intent-to-use basis.

6. ENDURANCE FUEL is the subject of Registration No. 3,581,587 for "nutritional and dietary supplements" in International Class 5 and Registration No. 4,029,039 for "water, namely, flavored water and energy drinks" in Class 32. Copies of these Registrations are annexed hereto collectively as Exhibit A.

7. Opposer is also the owner of, *inter alia*, the following U.S. trademark Registrations which cover ISI's [] FUEL Marks:

- (1) Registration No. 1,437,049 for the trademark AMINO FUEL, covering "dietary supplement" in International Class 5;
- (2) Registration No. 1,508,880 for the trademark GAINERS FUEL, covering "dietary supplement" in International Class 5;

- (3) Registration No. 1,509,858 for the trademark ANABOLIC FUEL, covering “dietary nutritional supplement” in International Class 5;
- (4) Registration No. 1,540,057 for the trademark ULTRA FUEL, covering “dietary supplement energy drink” in International Class 5;
- (5) Registration No. 1,544,159 for the trademark DIET FUEL, covering “dietary supplement” in International Class 5;
- (6) Registration No. 1,583,283 for the trademark CHROMIC FUEL, covering “dietary chromium supplement capsule used as an additive to other dietary supplements” in International Class 5;
- (7) Registration No. 1,584,280 for the trademark OPTI FUEL, covering “body building and athletic dietary supplement” in International Class 5;
- (8) Registration No. 1,597,123 for the trademark MCT FUEL, covering “high energy liquid dietary food supplement” in International Class 5;
- (9) Registration No. 1,655,100 for the trademark HYDRA FUEL, covering “nutritional supplement” in International Class 5;
- (10) Registration No. 1,692,371 for the trademark MASS FUEL, covering “dietary supplements” in International Class 5;
- (11) Registration No. 1,698,746 for the trademark PHOS FUEL, covering “dietary supplements” in International Class 5;
- (12) Registration No. 1,709,127 for the trademark POWER FUEL, covering “sports nutrition powdered drink mix dietary supplement” in International Class 5;
- (13) Registration No. 1,773,392 for the trademark RIPPED FUEL, covering “dietary supplements” in International Class 5;
- (14) Registration No. 1,781,039 for the trademark VEGE FUEL, covering “dietary supplements” in International Class 5;
- (15) Registration No. 1,864,175 for the trademark CREATINE FUEL, covering “dietary supplements” in International Class 5;
- (16) Registration No. 1,954,899 for the trademark GLUTAMINE FUEL, covering “dietary supplements” in International Class 5;
- (17) Registration No. 1,954,900 for the trademark SUPER VANADYL FUEL, covering “dietary supplements” in International Class 5;
- (18) Registration No. 2,066,656 for the trademark JOINT FUEL, covering “dietary supplements” in International Class 5;

- (19) Registration No. 2,185,075 for the trademark HMB FUEL, covering “dietary supplements” in International Class 5;
- (20) Registration No. 2,186,898 for the trademark MEGA GLUTAMINE FUEL, covering “dietary supplements” in International Class 5;
- (21) Registration No. 2,188,532 for the trademark MEGA HMB FUEL, covering “dietary supplements” in International Class 5;
- (22) Registration No. 2,264,046 for the trademark SMART FUEL, covering “dietary supplements for high performance and use by athletes” in International Class 5;
- (23) Registration No. 2,476,268 for the trademark CLA FUEL, covering “dietary supplements containing conjugated linoleic acid” in International Class 5;
- (24) Registration No. 2,595,723 for the trademark ENERGY FUEL, covering “nutritional supplements” in International Class 5; and
- (25) Registration No. 2,744,188 for the trademark ULTRA3 GROWTH FUEL, covering “dietary supplements” in International Class 5;
- (26) Registration No. 2,970,772 for the trademark MRP NITRATE3 FUEL, covering “dietary supplements” in International Class 5;
- (27) Registration No. 3,074,261 for the trademark PROFUEL, covering “dietary supplements” in International Class 5;
- (28) Registration No. 3,098,505 for the trademark AM PROTEIN FUEL, covering “dietary supplements” in International Class 5;
- (29) Registration No. 3,134,064 for the trademark NITRATE3 FUEL SHOT, covering “nutritional supplements” in International Class 5;
- (30) Registration No. 3,230,987 for the trademark 100% WHEY PROTEIN FUEL, covering “dietary supplements” in International Class 5;
- (31) Registration No. 3,283,489 for the trademark CREATINE NITRATE 3 FUEL, covering “dietary supplements” in International Class 5;
- (32) Registration No. 3,296,600 for the trademark GLUCOSAMINE FUEL, covering “dietary supplements” in International Class 5;
- (33) Registration No. 3,387,643 for the trademark TRIBULUS FUEL, covering “dietary supplements” in International Class 5;

- (34) Registration No. 3,456,039 for the trademark SMARTFUEL, covering “dietary supplements for high performance and use by athletes” in International Class 5;
- (35) Registration No. 3,534,981 for the trademark PURE FUEL, covering “dietary supplements” in International Class 5;
- (36) Registration No. 3,642,139 for the trademark MALE FUEL, covering “dietary supplements” in International Class 5;
- (37) Registration No. 3,680,981 for the trademark ELECTROLYTE FUEL, covering “dietary supplements” in International Class 5;
- (38) Registration No. 3,755,216 for the trademark NITRIC FUEL, covering “dietary supplements” in International Class 5; and
- (39) Registration No. 3,895,546 for the trademark LIFE FUEL, covering “nutritional and dietary supplements” in International Class 5.

Copies of these Registrations are annexed hereto collectively as Exhibit B.

8. The above referenced Registrations are in full force and effect and, along with ISI Brands’ goodwill in connection with use of such Marks, have never been abandoned and are widely recognized as representing goods provided by Opposer.

9. Many of these Registrations are incontestible pursuant to Section 15 of the Trademark Act, 15 U.S.C. §1065.

10. ISI’s [] FUEL Marks, including, without limitation, the ENDURANCE FUEL Mark, by virtue of their wide renown, have developed a secondary meaning and a significance in the minds of the trade and the purchasing public, such that the goods and services offered under these Marks are immediately identified by the purchasing public with Opposer. ISI’s [] FUEL Marks have become famous marks.

11. Opposer has extensively sold and promoted its products in commerce under the various trademarks set forth herein above, including, without limitation, the ENDURANCE FUEL Mark. Opposer has also devoted substantial time, money and effort in the establishment and maintenance of high standards of quality for the products marketed under these various

trademarks, including, without limitation, the ENDURANCE FUEL Mark. As a result, Opposer has established substantial recognition and secondary meaning in the aforesaid marks, including, without limitation, the ENDURANCE FUEL Mark, which identify Opposer's products and represent the valuable goodwill of Opposer in its business.

12. As a result of the aforesaid efforts and consumer recognition, the terminology "[] FUEL" as described above has taken on the status of a family mark which, when applied to various nutritional and dietary supplement products, including drinks and foods, is considered by the public to identify products of ISI.

13. Applicant's use and/or registration of the Accused Mark, in view of Opposer's use and/or registration of its family of [] FUEL Marks, including, without limitation, the ENDURANCE FUEL Mark, is likely to cause confusion, to cause mistake or to deceive consumers into the mistaken belief that Applicant's products are an extension of Opposer's "[] FUEL" family line of products, so that registration of Applicant's Accused Mark is barred under Section 2(d) of the Trademark Act.

14. Applicant's use of the Accused Mark, in view of Opposer's use of its family of [] FUEL Marks is likely to dilute the distinctiveness of Opposer's [] FUEL Marks and "[] FUEL" Registrations, thus increasing the damage from the likelihood of confusion.

15. The Accused Mark is likely to be confused with each of Opposer's [] Fuel Marks, including, without limitation, the ENDURANCE FUEL Mark, and also with all of Opposer's [] Fuel Marks collectively.

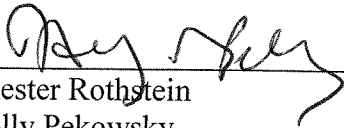
* * * * *

WHEREFORE, Opposer requests that this Notice of Opposition be granted, in its entirety, and registration of Application Serial No. 85/537,640 be denied with prejudice.

Respectfully submitted,

AMSTER, ROTHSTEIN & EBENSTEIN LLP
Attorneys for Opposer
90 Park Avenue
New York, New York 10016
(212) 336-8000

Dated: New York, New York
July 25 2012

By: 
Chester Rothstein
Holly Pekowsky


CERTIFICATE OF SERVICE

The undersigned hereby certifies that she is one of the attorneys for Opposer ISI Brands Inc. in the above-captioned Opposition proceeding and that on the date which appears below, caused a copy of the foregoing NOTICE OF OPPOSITION to be served on Applicant Endurance Evolution, Inc. d/b/a Endurofuels via Federal Express, prepaid, addressed as follows:

Endurance Evolution, Inc.
PO BOX 38836
COLORADO SPRINGS, CO 80937-8836

Opposer has learned that Applicant is represented by counsel, and therefore, is also sending a copy to Applicant's counsel, via Federal Express, prepaid, addressed as follows:

Thomas E. Jurgensen, Esq.
Optima Law Group
0990 Mesa Rim Road, Suite 250
San Diego, CA 92121



Holly Pekowsky

Dated: New York, New York
July 25 2012

EXHIBIT A

United States of America

United States Patent and Trademark Office

ENDURANCE FUEL

Reg. No. 4,029,039

Registered Sep. 20, 2011

Int. Cl.: 32

TRADEMARK

PRINCIPAL REGISTER

ISI BRANDS INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA DRIVE
GRAND RAPIDS, MI 49546

FOR: WATER, NAMELY, FLAVORED WATER AND ENERGY DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 8-0-2008; IN COMMERCE 8-0-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,148,634, 1,709,127, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENDURANCE", APART FROM THE MARK AS SHOWN.

SN 77-281,218, FILED 9-17-2007.

RONALD AIKENS, EXAMINING ATTORNEY



David J. Kyjars

Director of the United States Patent and Trademark Office

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,581,587

Registered Feb. 24, 2009

**TRADEMARK
PRINCIPAL REGISTER**

ENDURANCE FUEL

ISI BRANDS INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA DRIVE
GRAND RAPIDS, MI 49546

OWNER OF U.S. REG. NOS. 1,148,634, 1,709,127,
AND OTHERS.

FOR: NUTRITIONAL AND DIETARY SUPPLE-
MENTS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND
52).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "ENDURANCE", APART FROM
THE MARK AS SHOWN.

FIRST USE 12-12-2007; IN COMMERCE 12-12-2007.

SN 77-975,974, FILED 9-17-2007.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

RONALD AIKENS, EXAMINING ATTORNEY

EXHIBIT B

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office

Reg. No. 1,437,049

Registered Apr. 21, 1987

**TRADEMARK
PRINCIPAL REGISTER**

AMINO FUEL

TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
KONKONKOMA, NY 11779

FOR: DIETARY SUPPLEMENT, IN CLASS 5
(U.S. CL. 18).

FIRST USE 7-28-1986; IN COMMERCE
7-28-1986.

OWNER OF U.S. REG. NOS. 1,119,092,
1,123,577, AND 1,388,002.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "AMINO", APART FROM THE
MARK AS SHOWN.

SER. NO. 615,325, FILED 8-18-1986.

GARY L. SHAFFER, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office

Reg. No. 1,508,880

Registered Oct. 18, 1988

**TRADEMARK
PRINCIPAL REGISTER**

GAINERS FUEL

**TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**FIRST USE 11-17-1987; IN COMMERCE
11-17-1987.**

SER. NO. 699,614, FILED 12-7-1987.

**FOR: DIETARY SUPPLEMENT, IN CLASS 5
(U.S. CL. 18).**

GARY L. SHAFFER, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office

Reg. No. 1,509,858

Registered Oct. 25, 1988

**TRADEMARK
PRINCIPAL REGISTER**

ANABOLIC FUEL

TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "ANABOLIC", APART FROM
THE MARK AS SHOWN.

FOR: DIETARY NUTRITIONAL SUPPLE-
MENT, IN CLASS 5 (U.S. CL. 18).
FIRST USE 9-4-1987; IN COMMERCE
9-4-1987.

SER. NO. 687,095, FILED 9-30-1987.

GARY L. SHAFFER, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office

Reg. No. 1,540,057

Registered May 23, 1989

**TRADEMARK
PRINCIPAL REGISTER**

ULTRA FUEL

**TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**FIRST USE 8-31-1988; IN COMMERCE
8-31-1988.**

SER. NO. 754,136, FILED 9-26-1988.

**FOR: DIETARY SUPPLEMENT ENERGY
DRINK, IN CLASS 5 (U.S. CL. 18).**

**MICHELLE S. WISEMAN, EXAMINING AT-
TORNEY**

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office

Reg. No. 1,544,159

Registered June 20, 1989

**TRADEMARK
PRINCIPAL REGISTER**

DIET FUEL

**TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "DIET", APART FROM THE
MARK AS SHOWN.**

**FOR: A DIETARY SUPPLEMENT, IN CLASS
5 (U.S. CL. 18).
FIRST USE 7-20-1988; IN COMMERCE
7-20-1988.**

SER. NO. 759,604, FILED 10-24-1988.

R. M. FEELEY, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office **Reg. No. 1,583,283**
Registered Feb. 20, 1990

**TRADEMARK
PRINCIPAL REGISTER**

CHROMIC FUEL

TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779

FOR: DIETARY CHROMIUM SUPPLEMENT
CAPSULE USED AS AN ADDITIVE TO OTHER
DIETARY SUPPLEMENTS, IN CLASS 5 (U.S.
CL. 18).

FIRST USE 4-5-1989; IN COMMERCE
4-5-1989.

OWNER OF U.S. REG. NOS. 1,388,002, 1,509,858
AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CHROMIC", APART FROM
THE MARK AS SHOWN.

SER. NO. 73-799,719, FILED 5-12-1989.

FRED MANDIR, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office

Reg. No. 1,584,280

Registered Feb. 27, 1990

**TRADEMARK
PRINCIPAL REGISTER**

**OPTI
FUEL**

**TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**FIRST USE 4-18-1988; IN COMMERCE
4-18-1988.**

SER. NO. 73-726,353, FILED 5-4-1988.

**FOR: BODY BUILDING AND ATHLETIC DI-
ETARY SUPPLEMENT, IN CLASS 5 (U.S. CL.
18).**

GARY L. SHAFFER, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office

Reg. No. 1,597,123

Registered May 22, 1990

**TRADEMARK
PRINCIPAL REGISTER**

MCT FUEL

**TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**FIRST USE 8-7-1989; IN COMMERCE
8-7-1989.**

SER. NO. 73-822,904, FILED 9-1-1989.

**FOR: HIGH ENERGY LIQUID DIETARY
FOOD SUPPLEMENT, IN CLASS 5 (U.S. CL. 18).**

**ESTHER A. BORSUK, EXAMINING ATTOR-
NEY**

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office

Reg. No. 1,655,100

Registered Aug. 27, 1991

**TRADEMARK
PRINCIPAL REGISTER**

HYDRA FUEL

TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779

FIRST USE 8-10-1990; IN COMMERCE
8-10-1990.

SN 74-026,992, FILED 2-8-1990.

FOR: NUTRITIONAL SUPPLEMENT, IN
CLASS 5 (U.S. CL. 18).

HOWARD B. LEVINE, EXAMINING ATTOR-
NEY

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office

Reg. No. 1,692,371
Registered June 9, 1992

**TRADEMARK
PRINCIPAL REGISTER**

MASS FUEL

**TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**FIRST USE 8-21-1991; IN COMMERCE
8-21-1991.**

SN 74-092,380, FILED 8-28-1990.

**FOR: DIETARY SUPPLEMENTS, IN CLASS 5
(U.S. CL. 18).**

**SCOTT GOODPASTER, EXAMINING ATTOR-
NEY**

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office

Reg. No. 1,698,746

Registered July 7, 1992

**TRADEMARK
PRINCIPAL REGISTER**

PHOS FUEL

**TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**FIRST USE 12-11-1989; IN COMMERCE
12-11-1989.**

SER. NO. 74-194,647, FILED 8-14-1991.

**FOR: DIETARY SUPPLEMENTS, IN CLASS 5
(U.S. CL. 18).**

**NORA BUCHANAN WILL, EXAMINING AT-
TORNEY**

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office **Reg. No. 1,709,127**
Registered Aug. 18, 1992

**TRADEMARK
PRINCIPAL REGISTER**

POWER FUEL

**TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**FIRST USE 4-9-1990; IN COMMERCE
4-9-1990.**

**OWNER OF U.S. REG. NOS. 1,388,002,
1,544,159, AND OTHERS.**

**FOR: SPORTS NUTRITION POWDERED
DRINK MIX DIETARY SUPPLEMENT, IN
CLASS 5 (U.S. CL. 18).**

SN 74-016,542, FILED 1-5-1990.

**ESTHER A. BORSUK, EXAMINING ATTOR-
NEY**

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office

Reg. No. 1,773,392

Registered May 25, 1993

**TRADEMARK
PRINCIPAL REGISTER**

RIPPED FUEL

**TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**FIRST USE 6-30-1992; IN COMMERCE
6-30-1992.**

SN 74-273,612, FILED 5-7-1992.

**FOR: DIETARY SUPPLEMENTS, IN CLASS 5
(U.S. CL. 18).**

**NORA BUCHANAN WILL, EXAMINING AT-
TORNEY**

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office **Reg. No. 1,781,039**
Registered July 13, 1993

**TRADEMARK
PRINCIPAL REGISTER**

VEGE FUEL

**TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**FIRST USE 11-18-1992; IN COMMERCE
11-18-1992.**

SER. NO. 74-298,473, FILED 7-27-1992.

**FOR: DIETARY SUPPLEMENTS, IN CLASS 5
(U.S. CL. 18).**

**ESTHER A. BORSUK, EXAMINING ATTOR-
NEY**

Int. Cl.: 5

Prior U.S. Cl.: 18

United States Patent and Trademark Office

Reg. No. 1,864,175

Registered Nov. 22, 1994

**TRADEMARK
PRINCIPAL REGISTER**

CREATINE FUEL

**TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CREATINE", APART FROM
THE MARK AS SHOWN.**

**FOR: DIETARY SUPPLEMENTS, IN CLASS 5
(U.S. CL. 18).**

SN 74-436,847, FILED 9-17-1993.

**FIRST USE 8-9-1993; IN COMMERCE
8-9-1993.**

**NORA BUCHANAN WILL, EXAMINING AT-
TORNEY**

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52

United States Patent and Trademark Office

Reg. No. 1,954,899

Registered Feb. 6, 1996

**TRADEMARK
PRINCIPAL REGISTER**

GLUTAMINE FUEL

TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "GLUTAMINE" , APART
FROM THE MARK AS SHOWN.

FOR: DIETARY SUPPLEMENTS, IN CLASS 5
(U.S. CLS. 6, 18, 44, 46, 51 AND 52).
FIRST USE 1-31-1995; IN COMMERCE
1-31-1995.

SER. NO. 74-647,458, FILED 3-16-1995.

BARNEY CHARLON, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52

United States Patent and Trademark Office

Reg. No. 1,954,900

Registered Feb. 6, 1996

**TRADEMARK
PRINCIPAL REGISTER**

SUPER VANADYL FUEL

**TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "VANADYL" , APART FROM
THE MARK AS SHOWN.**

**FOR: DIETARY SUPPLEMENTS, IN CLASS 5
(U.S. CLS. 6, 18, 44, 46, 51 AND 52).
FIRST USE 1-31-1995; IN COMMERCE
1-31-1995.**

SER. NO. 74-647,459, FILED 3-16-1995.

BARNEY CHARLON, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52

United States Patent and Trademark Office

Reg. No. 2,066,656

Registered June 3, 1997

**TRADEMARK
PRINCIPAL REGISTER**

JOINT FUEL

TWIN LABORATORIES, INC. (NEW YORK
CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "JOINT", APART FROM THE
MARK AS SHOWN.

FOR: DIETARY SUPPLEMENTS, IN CLASS 5
(U.S. CLS. 6, 18, 44, 46, 51 AND 52).
FIRST USE 1-19-1996; IN COMMERCE
1-19-1996.

SER. NO. 75-065,349, FILED 2-29-1996.

FRED MANDIR, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

Reg. No. 2,185,075

United States Patent and Trademark Office

Registered Aug. 25, 1998

**TRADEMARK
PRINCIPAL REGISTER**

HMB FUEL

**TWIN LABORATORIES, INC. (UTAH CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779 TWIN LABORATORIES, INC. (UTAH CORPORATION)**

**2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**FOR: DIETARY SUPPLEMENTS, IN CLASS 5
(U.S. CLS. 6, 18, 44, 46, 51 AND 52).**

**FIRST USE 3-29-1997; IN COMMERCE
3-29-1997.**

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "HMB", APART FROM THE
MARK AS SHOWN.**

SN 75-261,691, FILED 3-21-1997.

JOHN DALIER, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

United States Patent and Trademark Office

Reg. No. 2,186,898

Registered Sep. 1, 1998

**TRADEMARK
PRINCIPAL REGISTER**

MEGA GLUTAMINE FUEL

**TWIN LABORATORIES, INC. (UTAH CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**FIRST USE 7-1-1997; IN COMMERCE
7-1-1997.**

OWNER OF U.S. REG. NO. 1,954,899.

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "GLUTAMINE", APART FROM
THE MARK AS SHOWN.**

**FOR: DIETARY SUPPLEMENTS, IN CLASS 5
(U.S. CLS. 6, 18, 44, 46, 51 AND 52).**

SN 75-315,919, FILED 6-27-1997.

JOHN DALIER, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

Reg. No. 2,188,532

United States Patent and Trademark Office

Registered Sep. 8, 1998

**TRADEMARK
PRINCIPAL REGISTER**

MEGA HMB FUEL

**TWIN LABORATORIES, INC. (UTAH CORPORATION)
2120 SMITHTOWN AVENUE
RONKONKOMA, NY 11779**

**FIRST USE 3-29-1997; IN COMMERCE
3-29-1997.**

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "HMB", APART FROM THE
MARK AS SHOWN.**

SN 75-261,607, FILED 3-21-1997.

**FOR: DIETARY SUPPLEMENTS, IN CLASS 5
(U.S. CLS. 6, 18, 44, 46, 51 AND 52).**

JOHN DALIER, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52

Reg. No. 2,264,046

United States Patent and Trademark Office

Registered July 27, 1999

**TRADEMARK
PRINCIPAL REGISTER**



**BARIATRIX PRODUCTS INTERNATIONAL,
INCORPORATED (CANADA CORPORA-
TION)
1600 46E AVENUE
LACHINE, QUEBEC, CANADA H8T 3J9**

**FIRST USE 3-0-1997; IN COMMERCE
3-0-1997.**

SER. NO. 75-319,223, FILED 7-3-1997.

**FOR: DIETARY SUPPLEMENTS FOR HIGH
PERFORMANCE AND USE BY ATHLETES, IN
CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).**

CAROLINE WOOD, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

United States Patent and Trademark Office

Reg. No. 2,476,268

Registered Aug. 7, 2001

**TRADEMARK
PRINCIPAL REGISTER**

CLA FUEL

**TWIN LABORATORIES INC. (UTAH CORPORATION)
150 MOTOR PARKWAY
NEW YORK, NY 11788**

**NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CLA", APART FROM THE MARK
AS SHOWN.**

**FOR: DIETARY SUPPLEMENTS CONTAINING
CONJUGATED LINOLEIC ACID, IN CLASS 5 (U.S.
CLS. 6, 18, 44, 46, 51 AND 52).**

SN 75-627,845, FILED 1-26-1999.

FIRST USE 11-0-1998; IN COMMERCE 11-0-1998.

AISHA CLARKE, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

Reg. No. 2,595,723

United States Patent and Trademark Office

Registered July 16, 2002

**TRADEMARK
PRINCIPAL REGISTER**

ENERGY FUEL

**TWIN LABORATORIES INC. (UTAH CORPORATION)
150 MOTOR PARKWAY
NEW YORK, NY 11788**

FIRST USE 12-0-2000; IN COMMERCE 12-0-2000.

SN 76-161,866, FILED 11-9-2000.

FOR: DIETARY SUPPLEMENTS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

TIMOTHY FINNEGAN, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

United States Patent and Trademark Office

Reg. No. 2,744,188

Registered July 29, 2003

**TRADEMARK
PRINCIPAL REGISTER**

ULTRA3 GROWTH FUEL

**TWIN LABORATORIES INC. (UTAH CORPORATION)
150 MOTOR PARKWAY
NEW YORK, NY 11788**

**OWNER OF U.S. REG. NOS. 1,540,057 AND
2,183,051.**

**FOR: DIETARY SUPPLEMENTS, IN CLASS 5 (U.S.
CLS. 6, 18, 44, 46, 51 AND 52).**

SN 76-337,497, FILED 11-15-2001.

FIRST USE 9-0-2001; IN COMMERCE 9-0-2001.

BRIAN BROWN, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52

United States Patent and Trademark Office

Reg. No. 2,970,772

Registered July 19, 2005

**TRADEMARK
PRINCIPAL REGISTER**

MRP NITRATE3 FUEL

ISI BRANDS INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA DRIVE
GRAND RAPIDS, MI 49546

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE MRP, APART FROM THE MARK
AS SHOWN.

FOR: DIETARY SUPPLEMENTS, IN CLASS 5 (U.S.
CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 3-31-2003; IN COMMERCE 3-31-2003.

SER. NO. 78-498,347, FILED 10-12-2004.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

TRICIA SONNEBORN, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,074,261

Registered Mar. 28, 2006

**TRADEMARK
PRINCIPAL REGISTER**

PROFUEL

ISOCHEM CORPORATION (OREGON CORPORATION)
24600 SW VALLEY VIEW RD.
WEST LINN, OR 97068

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: DIETARY SUPPLEMENTS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

SN 78-260,767, FILED 6-10-2003.

FIRST USE 6-13-2003; IN COMMERCE 6-13-2003.

ROBERT LAVACHE, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,098,505

Registered May 30, 2006

**TRADEMARK
PRINCIPAL REGISTER**

AM PROTEIN FUEL

ISI BRANDS INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA DRIVE, SE
GRAND RAPIDS, MI 49546

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE AM PROTEIN, APART FROM THE
MARK AS SHOWN.

FOR: DIETARY SUPPLEMENTS, IN CLASS 5 (U.S.
CLS. 6, 18, 44, 46, 51 AND 52).

SN 76-525,807, FILED 5-14-2003.

FIRST USE 7-31-2003; IN COMMERCE 7-31-2003.

JOHN LINCOSKI, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,134,064

Registered Aug. 22, 2006

**TRADEMARK
PRINCIPAL REGISTER**

NITRATE3 FUEL SHOT

ISI BRANDS INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA DRIVE
GRAND RAPIDS, MI 49546

FOR: NUTRITIONAL SUPPLEMENTS, IN CLASS
5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 11-8-2004; IN COMMERCE 11-8-2004.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE NITRATE AND SHOT, APART
FROM THE MARK AS SHOWN.

SN 78-483,817, FILED 9-15-2004.

TRICIA SONNEBORN, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,230,987

Registered Apr. 17, 2007

**TRADEMARK
PRINCIPAL REGISTER**

**100% WHEY PROTEIN
FUEL**

ISI BRANDS, INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA DRIVE
GRAND RAPIDS, MI 49546

FOR: DIETARY SUPPLEMENTS, IN CLASS 5 (U.S.
CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 5-27-2005; IN COMMERCE 5-27-2005.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "100% WHEY PROTEIN", APART
FROM THE MARK AS SHOWN.

SN 78-583,381, FILED 3-9-2005.

LINDA ORNDORFF, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,283,489

Registered Aug. 21, 2007

**TRADEMARK
PRINCIPAL REGISTER**

**CREATINE NITRATE 3
FUEL**

ISI BRANDS, INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA, S.E.
GRAND RAPIDS, MI 49546

FOR: DIETARY SUPPLEMENTS, IN CLASS 5 (U.S.
CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 6-1-2004; IN COMMERCE 6-1-2004.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE CREATINE NITRATE, APART
FROM THE MARK AS SHOWN.

SN 78-416,671, FILED 5-11-2004.

CAROLYN CATALDO, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52

United States Patent and Trademark Office

Reg. No. 3,296,600

Registered Sep. 25, 2007

**TRADEMARK
PRINCIPAL REGISTER**

GLUCOSAMINE FUEL

ISI BRANDS, INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA DRIVE
GRAND RAPIDS, MI 49546

FOR: DIETARY SUPPLEMENTS, IN CLASS 5 (U.S.
CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 7-29-1997; IN COMMERCE 7-29-1997.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE GLUCOSAMINE, APART FROM
THE MARK AS SHOWN.

SER. NO. 77-061,459, FILED 12-11-2006.

LINDSEY RUBIN, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52

United States Patent and Trademark Office

Reg. No. 3,387,643

Registered Feb. 26, 2008

**TRADEMARK
PRINCIPAL REGISTER**

TRIBULUS FUEL

ISI BRANDS, INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA DRIVE
GRAND RAPIDS, MI 49546

OWNER OF U.S. REG. NO. 2,144,792.

FOR: DIETARY SUPPLEMENTS, IN CLASS 5 (U.S.
CLS. 6, 18, 44, 46, 51 AND 52).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "TRIBULUS", APART FROM THE
MARK AS SHOWN.

FIRST USE 7-29-1997; IN COMMERCE 7-29-1997.

SER. NO. 77-062,112, FILED 12-12-2006.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

DANIEL CAPSHAW, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52

United States Patent and Trademark Office

Reg. No. 3,456,039

Registered July 1, 2008

**TRADEMARK
PRINCIPAL REGISTER**

SMARTFUEL

**BARIATRIX PRODUCTS INTERNATIONAL, IN-
CORPORATED (CANADA CORPORATION)
1600 46E AVENUE
LACHINE, QUEBEC, CANADA H8T 3J9**

FIRST USE 3-0-1997; IN COMMERCE 3-0-1997.

SER. NO. 75-319,222, FILED 7-3-1997.

**FOR: DIETARY SUPPLEMENTS FOR HIGH PER-
FORMANCE AND USE BY ATHLETES, IN CLASS 5
(U.S. CLS. 6, 18, 44, 46, 51 AND 52).**

CAROLINE WOOD, EXAMINING ATTORNEY

Int. Cls.: 5 and 32

Prior U.S. Cls.: 6, 18, 44, 45, 46, 48, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,534,981

Registered Nov. 18, 2008

**TRADEMARK
PRINCIPAL REGISTER**

PURE FUEL

ISI BRANDS INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA DRIVE
GRAND RAPIDS, MI 49546

FOR: DIETARY SUPPLEMENTS, IN CLASS 5 (U.S.
CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 1-9-2008; IN COMMERCE 1-9-2008.

FOR: BEVERAGES, SPECIFICALLY, BOTTLED
DRINKING WATER, IN CLASS 32 (U.S. CLS. 45, 46
AND 48).

FIRST USE 1-9-2008; IN COMMERCE 1-9-2008.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "PURE", APART FROM THE MARK
AS SHOWN.

SN 77-250,883, FILED 8-9-2007.

RONALD AIKENS, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,581,587

Registered Feb. 24, 2009

**TRADEMARK
PRINCIPAL REGISTER**

ENDURANCE FUEL

ISI BRANDS INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA DRIVE
GRAND RAPIDS, MI 49546

OWNER OF U.S. REG. NOS. 1,148,634, 1,709,127,
AND OTHERS.

FOR: NUTRITIONAL AND DIETARY SUPPLE-
MENTS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND
52).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "ENDURANCE", APART FROM
THE MARK AS SHOWN.

FIRST USE 12-12-2007; IN COMMERCE 12-12-2007.

SN 77-975,974, FILED 9-17-2007.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

RONALD AIKENS, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51 and 52

United States Patent and Trademark Office

Reg. No. 3,642,139

Registered June 23, 2009

**TRADEMARK
PRINCIPAL REGISTER**

MALE FUEL

ISI BRANDS INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA DRIVE
GRAND RAPIDS, MI 49546

FOR: DIETARY SUPPLEMENTS, IN CLASS 5 (U.S.
CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 1-18-1996; IN COMMERCE 1-18-1996.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "MALE", APART FROM THE
MARK AS SHOWN.

SER. NO. 77-474,273, FILED 5-14-2008.

JAMES GRIFFIN, EXAMINING ATTORNEY

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,680,981

Registered Sep. 8, 2009

**TRADEMARK
PRINCIPAL REGISTER**

ELECTROLYTE FUEL

ISI BRANDS INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA DRIVE
GRAND RAPIDS, MI 49546

FOR: DIETARY SUPPLEMENTS, IN CLASS 5 (U.S.
CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 1-0-2008; IN COMMERCE 1-0-2008.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "ELECTROLYTE", APART FROM
THE MARK AS SHOWN.

SN 77-479,037, FILED 5-20-2008.

JAMES GRIFFIN, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

NITRIC FUEL

Reg. No. 3,755,216 ISI BRANDS, INC. (MICHIGAN CORPORATION)
Registered Mar. 2, 2010 3133 ORCHARD VISTA DRIVE
GRAND RAPIDS, MI 49546

Int. Cl.: 5 FOR: DIETARY SUPPLEMENTS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 10-0-2007; IN COMMERCE 10-0-2007.

TRADEMARK
PRINCIPAL REGISTER

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,970,772, 3,134,064, AND 3,283,480.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "NITRIC", APART FROM THE MARK AS SHOWN.

SN 77-322,195, FILED 11-6-2007.

JAMES A. RAUEN, EXAMINING ATTORNEY



David J. Kybas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

LIFE FUEL

Reg. No. 3,895,546

Registered Dec. 21, 2010

Int. Cl.: 5

TRADEMARK

PRINCIPAL REGISTER

ISI BRANDS INC. (MICHIGAN CORPORATION)
3133 ORCHARD VISTA DRIVE, SE
GRAND RAPIDS, MI 49546

FOR: NUTRITIONAL AND DIETARY SUPPLEMENTS, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 7-28-2009; IN COMMERCE 7-28-2009.

SN 78-116,334, FILED 3-20-2002.

ANN E. SAPPENFIELD, EXAMINING ATTORNEY



David S. Kybas

Director of the United States Patent and Trademark Office